

## **Now accepting applications for the position of Executive Director of Georgetown Main Street**

The Executive Director will be responsible for coordinating downtown revitalization activities through the Main Street program. Georgetown Main Street is a nationally recognized Main Street Program. Georgetown is located in central Kentucky and is the county seat of Scott County. It is a city of about 35,000 people. There is a small private college, several art galleries, retail and restaurants located in the downtown area.

Applicants should possess a Bachelor's degree, but it is not required. They should have academic or professional experience in one or more of the following areas: nonprofit management, community/economic development, historic preservation, event planning, marketing, public relations, design, urban planning, small business development, or retailing.

The Georgetown Main Street Executive Director must be a dynamic and creative person with excellent written and oral communication skills. In addition, the successful candidate must be entrepreneurial and comfortable engaging with a wide variety of constituents. The Executive Director will promote public awareness of the program and act as liaison to other government and community organizations.

Please submit resume, letter of interest and three references by June 26, 2013 to

**Vicki Hadley at:** [georgetowntwigs@roadrunner.com](mailto:georgetowntwigs@roadrunner.com)

### **JOB DESCRIPTION**

Title: Executive Director, Georgetown Main Street

### **OVERVIEW OF POSITION**

The Executive Director will coordinate, facilitate, promote and advance the Main Street program. The Executive Director will serve as a visionary, listener, and collaborator with various civic and professional constituents in the community, particularly downtown business owners and residents. The Executive Director will provide information and education about the National Main Street Four Point approach to the public and will represent the Georgetown community locally, regionally, and nationally.

### **REPORTING LINES**

The Executive Director will be principally accountable to the chairperson of Georgetown Main Street and its Board of Directors.

### **JOB RESPONSIBILITIES**

- Manages all administrative aspects including: developing and maintaining an appropriate data system for record keeping; developing and monitoring budgets, accounting, purchasing; preparing reports; documenting all physical changes to downtown; retaining information on job creation and business retention for the yearly recertification process
- Writes grants and is the lead fundraiser
- Has knowledge of downtown and public and residential issues
- Coordinates activities of the four Georgetown Main Street Program Committees
- Creates an annual action plan, with the committees and Board of Directors, which is focused on these four areas: design, promotion, organization, and economic restructuring
- Develops strategies for downtown economic development and historic preservation
- Advises and assists in efforts to attract people to downtown
- Develops and conducts public awareness and education programs to keep the Georgetown Main Street program highly visible
- Provides advice and guidance to individual tenants or property owners regarding physical improvements

- Provides advice and information, assesses and encourages joint involvement in the downtown community's promotional events – advertising, uniform store hours, special events, business recruitment, parking management, etc...
- Helps build strong, productive working relationships with appropriate public agencies at the local and state levels
- Coordinates and recruits an active volunteer force
- Participates in appropriate community organizations
- Supervises support staff

## **JOB REQUIREMENTS**

- Dynamic self-starter
- Experience in administrative management
- Good organizational skills
- Strong computer skills including: word processing, Quickbooks and social media.
- Maintains the Georgetown Main Street website and Facebook page
- Promotes economic development
- Knowledge of historic preservation
- Marketing and advertising skills
- Ability to work non-traditional, flexible work schedule

## **PHYSICAL DEMANDS**

Work is typically performed in an office sitting at a desk, however job responsibilities require accessing buildings by using stairs to determine program needs and to review the progress of programs. Other requirements include: lifting light objects weighing less than 50 pounds, driving a vehicle, and possessing a valid driver's license.

## **EDUCATION AND EXPERIENCE**

Graduation from an accredited four-year college or university with a BS or BA degree is preferred, but not required. Experience in community development, business, economics, or downtown development, and/or marketing and promotion is highly desired.

The Executive Director must be sensitive to design and preservation issues; and should also be energetic, imaginative, well organized, and capable of functioning effectively in an independent situation.

## **CERTIFICATION AND PROFESSIONAL DEVELOPMENT REQUIREMENTS**

Applicant must be willing to pursue Main Street Director Certification and attend required training programs as deemed necessary and feasible by the Georgetown Main Street Board of Directors.